

POST-GRADUATE DIPLOMA IN
BUSINESS
ENTREPRENEURSHIP
AND MANAGEMENT
(PGDBEM)

2004-2005

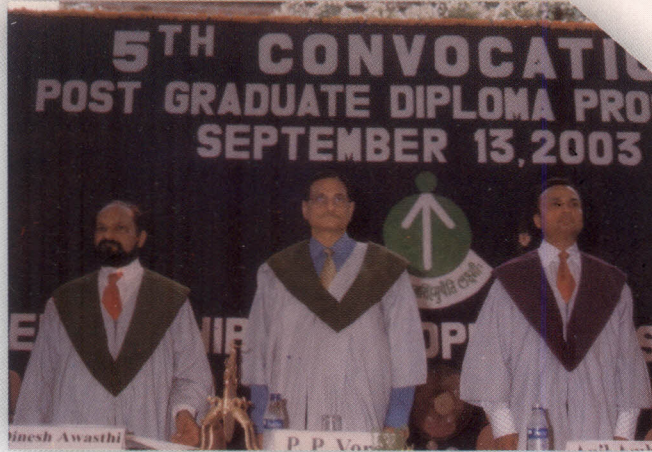
*FOR CREATING NEW BUSINESS ENTERPRISE
FOR JOINING & MANAGING FAMILY BUSINESS*

PROSPECTUS



ENTREPRENEURSHIP DEVELOPMENT
INSTITUTE OF INDIA AHMEDABAD, GUJARAT, INDIA

FIFTH CONVOCATION FUNCTION OF PG PROGRAMMES





Dear Aspirant,

The 21st century is going to be the century of entrepreneurs who will make India a proud economic superpower in the world. There was a time when industrialized countries talked of only China as an economic giant. Now they talk of China and India together. This is because of the economic potential the country offers. However, this potential, to a great extent, could be realised only with an active participation of entrepreneurs. Therefore, we need to augment supply of competent entrepreneurs who have vision, willingness to excel and perseverance.

Almost all other educational pursuits lead to creation of job seekers; and all of us are aware of the existing scenario where jobs are scarce. After successful completion of the course like this, you will become a proud job provider rather than a job seeker. Among others, advantages of becoming an entrepreneur are:

- you create employment for yourself and for others,
- you can use your talent and skill not only for your own growth but also to boost growth of the national economy,
- you can create your own work culture and environment, and
- you can take full credit of whatever you achieve in your business.

After graduation, you have had a host of career opportunities; but selecting entrepreneurship as a career option by you is commendable. Though challenging, entrepreneurship has a different charm and enormous scope to explore oneself. In business, one takes calculated risk and harvest rewards. This is the path that you are now opting for. Let me, therefore, congratulate you for considering entrepreneurship as a career option and seizing an opportunity to contribute to the nation building endeavours.

Quite a few persons in the society believe in the myth that business is a hereditary phenomenon that happens to only those who hail from business family background. The fact is that entrepreneurs can be fostered by providing right orientation, training and counselling to youth. Entrepreneurship education develops dynamic and adaptive individuals who learn to successfully mobilise and manage

resources even in a fiercely competitive environment, withstand global competition, foresee technological changes and thus drive the company towards higher growth trajectory.

EDI's PG Programme in Business Entrepreneurship and Management has been designed especially for those who plan to take a plunge into the world of business. The Programme comprises of two specialisation-streams viz. New Enterprise Creation (NEC) and Family Business Management (FBM). The Programme is unique and the first-of-its-kind in the country. Today with the completion of six batches, 313 students have successfully completed the course and are carving out their space in the business world.

I wish you good luck and once again congratulate you for making the right choice for your future career.

With best wishes,

Dinesh Awasthi
Director, EDI

THE STRUCTURE OF PGDBEM

Doing business received prominence in the recent past even in India. Society honours it and governments support it. However, not everybody pursues this career for lack of resources or the drive and hunger to achieve a stature of pride and renown. Another factor that influences this behaviour is the belief that entrepreneurs (or business owners) bear some innate qualities. Entrepreneurship Development Institute of India (EDI), during its existence of around two decades, proved that such a belief is a myth and entrepreneurs are not necessarily born but they could be created and developed through well researched training interventions.

Over its involvement in entrepreneurship development activities, EDI realized that the educational system in India is primarily employment oriented and therefore there is a need to reorient students towards enterprising culture at least after graduate level. Using its accumulated wealth of knowledge and expertise in creating successful entrepreneurs, EDI developed and launched, in 1998, an educational programme for young graduates leading to the award of **Post-Graduate Diploma in Business Entrepreneurship and Management (PGDBEM)**. The response and results have been overwhelming.

The programme offers a competency-based training that aims at achieving one of the following, based on the choice of the student:

Develop him/her as an entrepreneur (**New Enterprise Creation**)

Develop his/her capabilities to join and manage his/her family business (**Family Business Management**)

New Enterprise Creation

The objective of this specialisation stream is to provide comprehensive knowledge and develop competencies to start own independent businesses. This stream will be useful for those who want to launch their own business, wish to become small-medium industry consultant, counsellor or teacher-trainer with specialised post-graduate qualification.

Management of Family Business

This specialisation stream is designed for students interested in the issues, problems and unique concerns of family business involvement and management. This stream will be useful to the wards of business owners who wish to join and manage their business firms.

Over a period of four terms of 12 weeks each, students of both specialisations are offered with following 22 inputs in hard and soft skills (figure in parentheses indicates credit weightage):

I Term

Entrepreneurship: Theory & Practice-I (3.0)

Written Analysis & Communication (3.0)

Management Accounting and Control (3.0)

Computer Applications & Information Technology-I (3.0)

Organisation Behaviour (3.0)

Entrepreneurial Lab (3.0)

Economics-I (1.5)

Indian Business Environment (3.0)

Creativity for Entrepreneurial Excellence (1.5)

II Term

Business Research Methods (4.5)	Economics-II (3.0)
Computer Applications & Information Technology-II (3.0)	
Operations Management (+ Quality Consciousness & Internationalisation) (4.5)	
Marketing (3.0)	Business Finance (3.0)
Human Resource Management (3.0)	Preliminary Scanning of Business Ideas (1.5)

III Term

Common Inputs for FBM and NEC :

Business Plan and Project Implementation (3.0)	Preliminary Project Report (1.5)
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Specialised Inputs for FBM Stream :

Strategic Management (3.0)	Family Business Management (3.0)
Entrepreneurial Management (3.0)	

Specialised Inputs for NEC Stream :

Support Systems for New Enterprise Creation (3.0)	New Enterprise Identification & Selection (3.0)
Enterprise Establishment and Management (3.0)	

Project: 4 weeks for fieldwork and 1 week for preparing draft report

IV Term

Project Work : Final Report and Defence (12.0)	Entrepreneurship : Theory and Practice - II (3.0)
Entrepreneurial Lab - II (+Negotiation Skills) (3.0)	Customer Orientation (1.5)
Business Ethics (1.5)	Organisation Development (1.5)
International Business (3.0)	

Having defined input worth of ten classroom hours as one credit, the entire programme is weighted as a 90-credit package. 78 credits of classroom input are offered through subjects mentioned above. During the First and Second Terms, inputs worth of 24 credits each are offered. During the Third Term, inputs worth of 13.5 credits, and in the Fourth Term, 16.5 credits are offered. During the input offering itself student performance will be tested through class tests, quizzes, assignments, presentations and case discussions. Normally, these would contain 40 per cent of the overall weightage. The remaining 60 per cent weight is assigned to the term-end examinations.

The project work in terms of a detailed project report, or a 5-year perspective plan in case of students specialising in Family Business Management, which is weighted for 12 credits, will begin half-way through the Third Term and be completed half-way through the Fourth Term. PGDBEM aims at reorienting students towards entrepreneurial career irrespective of whether they start business immediately after receiving the award. However, developing skills to prepare a Detailed Project Report (DPR) is an integral part of PGDBEM. Students may even be attached to entrepreneurs who are working towards developing a DPR. This would provide a sort of apprenticeship experience to them. Students pursuing Family Business Management specialisation may also be given an option to prepare DPR. Students, who find themselves not quite prepared to either start a business or join a family business immediately after the completion of PGDBEM, may be provided with opportunities of apprenticeship within an industry for a brief period. Similarly, EDI attempts to help students, who are awarded with the PGDBEM, in arranging for mentoring support during the initial phases of their career.

Teaching and guidance are principally provided by EDI Faculty and selectively supported by a host of experts from leading educational institutions and consultancy firms.

COURSE DESCRIPTION

Business Ethics

To examine concepts, issues, and tools related to the management of ethics and social responsibility in a global business environment. Students learn to recognize and respond to ethical problems, understand their personal responsibilities as business managers, evaluate various ethical frame-work, apply a process of moral decision making to ethical problems, grasp relationships between ethical behaviour and organisational structure and processes, and to manage the ethical and social problems and opportunities arising from organisational, institutional, societal, and global dimensions of the business environment.

Business Finance

To develop analytical aptitude in students for solving problems structured around the financial decision making process and policy with regard to investment, financing, dividend, working capital, capital structure, risk and profit.

Business Law

To acquaint the students with the conceptual framework of various business and commercial laws and help them understand practical and procedural aspects that facilitate decision-making process.

Business Plan and Project Implementation

To provide a principle-driven framework for preparing capital expenditure proposals and analytically discuss various issues involved in project appraisal and capital budgeting. It equips students with skills necessary to plan a new business venture or rehabilitation or expansion of an existing business enterprise.

Business Research Methods

To create awareness about the major methods of analyses used in business research. It focuses on the basic foundations of research processes and methodologies applicable to business decision making. The students will be equipped with skills necessary to collect, consolidate, analyse and present information that is critical for decision making. It helps them understand the implications of various methods and use them as per the requirement of business intelligence.

Computer Applications and Information Technology

Information technology has been bringing about a radical transformation in the society, questioning the conventional wisdom. This revolution has led to emergence of new entrepreneurship opportunities as well. The technology has been successfully applied to improve efficiency, elegance and sophistication. Students in this course will be oriented towards the inevitability of the use of computers and information technology in business. Students will be able to understand the elements of computer systems and information technology, the role and scope of computer and other IT applications in business, the usage of end user computing packages and will gain hands-on exposure to various end user software packages.

Creativity for Entrepreneurial Excellence

To appreciate the nature of the skills and their relevance to business, to understand the operative process of these skills, and to indicate the acts and restraints that facilitate the cultivation of these skills.

Customer Orientation

It helps potential entrepreneurs and owner-managers in recognising the overwhelming roles of customers in organisational enterprise.

Economics

To equip students with necessary tools and techniques that help in understanding the economic behaviour of individuals and aggregates. Such an understanding facilitates effective decision-making. It helps them improve their capability to follow the trends depicted by the published data on economic affairs (and develop the skill of economic forecasting).

Entrepreneurial Lab

To strengthen those personality variables which play crucial role in making an individual an entrepreneur. It further helps students in effectively negotiating to resolve differences for the constructive good of all the parties involved.

Entrepreneurial Management

To motivate students to act as entrepreneurial managers (or intrapreneurs) in future by going beyond perceived role boundaries, if necessary.

Entrepreneurship: Theory and Practice

To excite the students in the field of entrepreneurship. They would be given an opportunity to explore how an entrepreneur is born, what motivates them to become an entrepreneur and the process through which they create their enterprises and run them successfully. The emphasis would be on studying conceptual perspectives and theories in the field of entrepreneurship and their application through case discussions. In the latter phase, students are familiarized with the expanding horizons of entrepreneurship. Drawing upon various studies of entrepreneurs and their achievements, the course attempts to create an understanding of entrepreneurial dynamics. Through extensive reading and participation in group discussions and facilitation by the instructors, students will sharpen their learning of entrepreneurial emergence and sustenance.

Enterprise Establishment and Management

To develop soft skills required during the process of establishment and management of new enterprises and also to provide legal information required during the formation of the new enterprise. It also covers vital issues like managing growth and diversification and crises management.

Family Business Management

Most entrepreneurs have or develop their own family system. Family being a primary social institution the entrepreneur as well as other members of the family would wish to retain the management control of business with the family. As a result a number of interactions take place between the family and business systems contributing to a unique strategic disposition of the family business. Long term success of the family business depends on how best these dynamics are handled. Mismanagement here may destroy not only the business but also the family both economically and otherwise. The course aims at creating this awareness among potential entrepreneurs, entrepreneurs and potential successors of entrepreneurial ventures, and equips them with skills necessary to manage a family business.

Human Resource Management

To familiarize students with the critical issues of management and development of human resource in business organisations and make them capable of analysing the dynamics of the same.

Indian Business Environment

To imbibe an introductory and basic evaluatory framework for interpreting the economic, exogenous and business environment, understanding mutual relationships and synergies. This is expected to facilitate development of rational decision-making faculties at the SME and corporate enterprise stratum. This course will also help to inculcate a mind-set towards incorporating complex economic and business environmental scenarios, and potential flux in investment decisions.

International Business

To provide adequate knowledge to the students for starting their own international business operations, which include exports, strategic alliances etc. Since for an SME, activities of international business are generally confined to exim operations, the course gives substantial emphasis on export/import procedures. The students would also be given practical exposure to the functioning of export processing zones, customs departments, etc. The strategic planning approach of the course helps students understand and assess various components of the international business environment such as international finance, international politics and international culture. The course will also equip the students with the knowledge of IT applications for international business.

Management Accounting

Accounting is an information system designed to execute business functioning. While entrepreneurs and managers of business need not possess the skills to prepare the set of accounts, they must know how to analyse, interpret and understand the accounts presented. Such knowledge is very crucial for them to adopt a suitable course of action while making business decisions. This course generates knowledge about the statements of accounts generally prepared and the mechanics of accounting. It would familiarise students with tools and techniques that analyse and interpret accounting data for planning, control and appropriate and timely managerial decisions.

Marketing

Identifying, defining and measuring unfulfilled needs and wants, is the role of marketing as a business function. With enhanced competition and free-marketisation of economies around the globe, this function assumes prominence. Major decisions facing top management need harmonize the objectives and resources of a business organisation with the needs and opportunities in the market place. The course seeks to cover all strategic, tactical and administrative aspects of marketing management.

Support System for New Enterprise Environment

To sensitize students to the existing environment which will facilitate entrepreneurial decision making in terms of enterprise selection and understanding the environment in which businesses operate.

New Enterprise Identification and Selection

To study the mechanism of product identification and thus make students as opportunity creators rather than seekers.

Operations Management, Quality Conciousness and Internationalisation

The course is an integrating framework featuring concepts, models of strategic planning, controlling, organising and resource conversion to enable the students identify several competitive pressures that successful entrepreneurs/managers can turn into operating advantage for their organisations. It presents a detailed road map for implementing total quality into managing human quality performance and fostering a responsive corporate culture. It attempts to develop quality and global aptitude as a second nature.

Organisation Behaviour

The course deals with different types of leadership styles and covers aspects like organization culture and structures so as to provide a framework for understanding the nature and variety of work in organisations and behaviour of the individuals within organisations.

Organisation Development

Given the variety and pace of changes affecting modern business organisations, managing organisational change has become a fundamental task of all family owned businesses. Competence in managing change is as essential as it is in managing market, finance, human resources, manufacturing facilities, etc. This course aims at bringing about organisational change for sustaining development through a variety of planned, systematic interventions to address issues like,

- ◆ Adaptation to changing business cycles
- ◆ Managing Employee-Family and Intra Family Conflicts
- ◆ Creating the Scope for Teamwork and Empowerment
- ◆ Group Decision Making - Group Think - Managing Agreement in Family Business
- ◆ Diagnosing Organisational Issues and Designing Intervention Strategies
- ◆ Improving organisational Effectiveness and Culture

Preliminary Scanning of Business Ideas & Preliminary Project Report

Using the conceptual frameworks developed for business opportunity identification, and entrepreneur contacts, students work towards gathering preliminary information required to judge the prima facie feasibility of various business ideas that they may have generated. The outcome is expected to be selection of a product that enjoys maximum prima facie feasibility, for in-depth study during project work phase.

Strategic Management

This course is concerned with the strategic issues and tasks faced by managers of organisations. These involve determining the purpose and direction of the organisation, establishing objectives and formulating and implementing strategies to achieve them taking into account the changes in environment and organisation's total competence. The course thus provides a vehicle for considering issues that cut across the functional boundaries of organisations.

Written Analysis and Communication

To understand the requirement of and develop skills in oral and written communication relevant to business. To enhance communication skills and thereby ensure improvement of productivity and effectiveness. To also help develop interpersonal skills to achieve results as much by persuasion and argument as by the exercise of executive authority.

WHO CAN JOIN

The programme is open for :

- ◆ Graduates who intend to launch and manage small business ventures.
- ◆ Family businesses intending to develop their potential successors or associates with graduation background, in professional skills over a relatively shorter duration.
- ◆ Business firms who would like to sponsor graduates with a view to reducing their dependency on employment and/or encouraging them to form a strong ancillary base.
- ◆ Graduates who wish to become small enterprise counsellors, consultants, entrepreneurship teacher-trainers.

ELIGIBILITY / SELECTION

A bachelor's degree in any discipline. Students appearing for the final degree examination may also apply. **The last date for submission of filled in application form is July 02, 2004.** The students will be selected on the basis of a written test and subsequent personal interview to gauge their commitment towards their chosen career, pursuing an educational programme like this and education at EDI. **The written test will be held at Ahmedabad, Bangalore, Lucknow, Guwahati, Delhi, Hyderabad, Chennai, Bhubaneswar and Ranchi on August 01, 2004. The personal interview will be held during 16-17 August 2004 at EDI Campus, Ahmedabad. The course fee will have to be deposited by August 30, 2004. The academic year of the course begins from October 04, 2004.**

FEE STRUCTURE

The fee for this residential course is Rs. 1,15,000/-, which includes tuition, lodging, boarding, teaching/reading material, and use of EDI library and computer centre. Students may choose to register as non-residential candidates at a fee of only Rs. 65,000/-, which covers tuition, teaching/reading material, and use of EDI library and computer centre. The fee for Non Resident Indians (NRIs) / NRI-sponsored candidates or Non-Indians is US \$ 5000 (residential).

FELLOWSHIP SUPPORT

EDI's efforts in increasing the supply of entrepreneurs have been supported by national financial organisations such as; Industrial Development Bank of India and State Bank of India, through fellowships to the PGDBEM students.

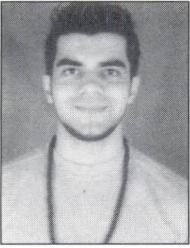
*“ To meet the challenges of 21st century,
India needs entrepreneurs with a global vision, who believe in change
and transformation, who have the ability to take risks
and chart out new growth paths. ”*

- Anil Ambani

Vice-Chairman and Managing Director
Reliance Industries Ltd.

Chief Guest for the 5th EDI Convocation - 2002-2003

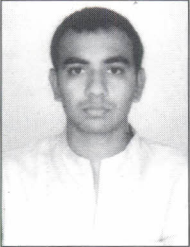
FEEDBACK OF SOME OF THE PAST PARTICIPANTS



Suril Udeshi

"A strong desire to initiate, tremendous commitment, very high levels of self-confidence and an orientation to succeed along with unusual optimism is what saw us through during the phase of establishment of our venture. Its been 16 months since we ventured; what drives us is the continuous strive for improvement. These values were instilled in us during the course of PGDBEM at EDI."

Initiating, sustaining and then growing an economic enterprise does require a lot of skill and energy. It is EDI that assisted us in equipping ourselves with the required skills and necessary orientation to become successful. For any individual who aspires to be an entrepreneur, the most important requirement is the belief in one's infinite potential. We thank EDI for making us believe in ourselves."



Mihir Gajrawala

SLANG is a neatly packaged lounge restaurant where the elements of food, fun and music are fused to provide a unique experience. SLANG is a hang out place for the youngsters of Ahmedabad and is gradually becoming popular as every young-at-heart's routine.

Suril Udeshi / Mihir Gajrawala, SLANG Enterprise

Specialised in New Enterprise Creation Stream



Shivani Patel

"As business runs in my family, I always had this entrepreneurial streak in me. But it was only after joining EDI, that my entrepreneurial wisdom was sharpened and shaped. Today I take decisions with confidence because I know I can trust the insight that EDI has given me on the fronts of management and entrepreneurship. I am glad that today I could take my decisions very confidently and in a organised manner. The business acumen which EDI has given me, will see me through my plans. I owe my strategic thinking and prudence to EDI."

Shivani Patel, Cadila Group of Industries

Specialised in Family Business

Management Stream

FACULTY PROFILE

Dinesh N. Awasthi,

Ph.D (Economics) Gujarat University

Director

An economist with extensive experience in Entrepreneurship training, teaching and research. Worked extensively on policy issues related to SMEs. Dr. Awasthi was a Professor of Strategic Management and Entrepreneurship at IIM, Lucknow. He was also a member of the Working Group on Small Scale Industries for the Ninth Five-Year Plan, Government of India. Worked with several multilateral agencies like ILO, UNIDO, UNDP, as a Consultant. He has about 45 research papers, 13 research reports, four book reviews besides four books to his credit. His areas of special interest are: policy research, evaluation studies, cluster development, small and micro-enterprise development research, micro-finance and rural banking, rural entrepreneurship and NGOs,

FACULTY MEMBERS

Jayashree Dubey,

BE (Electrical), MBA (Marketing & Finance)

About 7 years of academic experience in the area of Marketing Management, Production Management & Quantitative Techniques. Worked with Banasthali Vidyapith, Rajasthan, and had been associated with BITS Pilani as a Visiting Faculty in their Distance Learning Programme Division for NTPC employees. She has also delivered lectures in many EDPs for Senior Defence Officers in NIMA, Controller of Defence Accounting, Meerut Cantt. She has 3 research papers and 2 theoretical articles to her credit. Her areas of special interest are Sales Promotion, Advertising, Quality Management and Portfolio Management.

Raman Gujral,

M.Com

Specializes in small enterprises development. More than 12 years of experience in the field of training and development of small scale entrepreneurs. Has experience in developing modules on Entrepreneurship Development, Development Orientation Program for support system official's, etc. Associated with various publications on entrepreneurship development. In charge, Northern regional Office, EDI.

KVSM Krishna,

Ph.D. (Economics), IIT, Kharagpur

Trained in Economics at the Andhra University and the Indian Institute of Technology, Kharagpur, Dr. Krishna at EDI teaches Economics, Entrepreneurship and Family Business Management, apart from directing the PG level educational programmes. He taught Multinational Management at the Indian Institute of Advanced Management (IIAM). His economic research has spanned a variety of topics including Human Relations at doctoral level, Transactions Costs at IIM-A, Sectoral Policy Analysis, Irrigation Management and Tenancy Agreements at IRMA, Entrepreneurship and Small Business at EDI, and Turnaround Strategies and Quality Standards in Management Education at IIAM.

Sanjeev Kumar,

M.Sc (NDRI), PGDRD, PGJMC

Specializes in the area of Rural Development. About 7 years experience at grass root level in rural development, project management, co-ordination in the area of sustainable livelihood, micro finance and micro enterprise development (Particularly farm and off farm activities) and promoting people's institution for sustainable impact. Has been engaged in conceiving, designing and implementing development projects for generating sustainable livelihoods through Poor Women Organised in SHGs.

Umesh K Menon,

M.Com., MBA (Finance), Grad. C.W.A.

Specializes in the areas of finance and accounts with 10 years experience in Government and Industry. Presently involved in counseling existing entrepreneurs for growth, training Bankers and Investment Promotion Officers in the area of project appraisal, teaching finance, accounts and small business management in

PGDBEM course. As Project Director, Entrepreneurship Training and Information Exchange for Small Business in India and Europe (ENTRIXIE) Project, involved in partnership promotion between Indian and European Entrepreneurs.

Manoj Mishra,

PDFM, FRI, Dehradun

Specialises in the area of Rural Development. About 10 years of experience in providing support to social development, project management and co-ordination in the area of sustainable livelihood issues, Micro-enterprise Development (particularly farm and off-farm sector), Micro-finance, Social research methods and MIS for monitoring and evaluation. Is currently involved in conducting training in the field of agri-business, rural & small business consultants and providing capacity building support to NGOs for best practices in micro-finance.

Sasi Misra,

Ph.D.(Psychology) University of California,

Served as Professor of Organizational Behaviour for over three decades at IIM, Ahmedabad. Ford Visiting Scholar, Harvard Business School, Visiting Professor, McGill University, Canada; University of Munich and Bamberg, Germany. Misra is an Alexander Humboldt Fellow (Germany). Shastri Indo-Canadian Fellow (Canada) and Commonwealth Faculty Research Fellow (UK). Currently, he is Editor, The Journal of Entrepreneurship. Has over 40 publications in refereed national and international journals.

B.P. Murali,

PGDM, IIM, Ahmedabad

Specialises in enterprise growth, small enterprise development, various aspects of industrial project development cycle, starting from investment opportunity identification to project formulation & appraisal. Involved in designing and conducting programmes for trainers, business counsellors, bankers, investment promotion professionals and existing entrepreneurs in India and abroad. Incharge of EDI-Southern Regional Office in Bangalore.

V. Padmanand,

M. Phil CRENIEO, M. PHIL., CAMBRIDGE, UK, PGDMM

Economist specialising in business economics and management, applied macro economics and environmental economics; currently engaged in research, consultancy and programmes related to growth and business strategy of small and medium enterprises. Elected to the status of fellow in national and international bodies.

Sanjay Pal,

M.Sc.(Economics), MBA (Marketing)

Specialises in Rural Marketing. Is involved in Cluster Development Programmes. Conducted a study on the Dynamics of Growth and Stagnation of Industrial Clusters. Also actively involved in sub-sector programmes for enterprise development. Recently attended an Export Promotion Seminar at Rotterdam, The Netherlands.

J.B. Patel,

B.Sc. (Chem.), B.Sc. (Tech.)

More than 3 decades of experience in the areas of business opportunity identification, project formulation, project appraisal, counselling and guiding the entrepreneurs. Conducted more than 10 international programmes and worked as an expert in a number of developing countries in the above fields.

Ananth S. Panth

PGDMM, MDP (University of Mysore), M.Phil., Ph.D. (Economics)

Working as a Researcher in the field of development economics with specialisation in agriculture, rural development and poverty alleviation. Has extensive experience in implementation, training and research related to rural entrepreneurship development programme. Currently involved in teaching assignment for the EDI's PGDMN Course as well as implementation of EU Sponsored Project on Economic Regeneration of Kachchh and Saurashtra region.

C.R. Patnaik,

PGDM

16 years of experience in conducting Rural Entrepreneurship Development Programmes. Currently involved in imparting behavioural input in REDPs.

Nikhil Raval,

Bachelors - Finance (Michigan State University) MBA

Strategic Management (California State University)

Worked extensively in Financial Services Industry with several Fortune 500 Companies both in private and public sector. Companies include American Express, Franklin Templeton, Charles Schwab, California Federal Bank, State of California, etc.

S.B. Sareen,

Diploma in Textile Technology, D.I.M., D.I.M.O. (Hons.), D.M.M

Has twenty years of experience in conducting entrepreneurship related training programmes for New Enterprise Creation, Business Counselling and Growth for Existing Entrepreneurs. Specialises in training Resource Persons (trainers) at national and international levels.

Presently looking after a national project on Food Processing Industries sponsored by Ministry of Food Processing Industries, Govt. of India. Visiting Faculty at DA-IIT and NID. Member of State level Advisory Committee of SISI, Govt. of India, State-level advisory committee of SISI, Govt. Of India.

Nabarun Sen Gupta,

M.A. - TISS Mumbai

Specialises in subjects like Project and Strategic Management. His core competency is in developing training interventions and monitoring systems on Natural Resources particularly in the field of Irrigation and Forestry. He is associated with various national and international level development networks. Presently involved in teaching NGO Management Course.

Bipin H. Shah,

B.Sc. (Chem.), MBA (Finance)

A business management specialist with 26 years of experience in consultancy and industry in the areas of project formulation and appraisal, project planning and implementation and enterprise management. Has been Managing Director of Gujarat Industrial & Technical Consultancy Organisation Limited (GITCO) and Member of Governing Council of Consultancy Development Centre (CDC), Ministry of Science & Technology, Govt. of India. He is on Expert Panel of EXIM Bank of India. Specialises in plastic industry and has exposure in chemical and pharma sectors. Represented India in Rotary Group Study Exchange Programme to Scotland.

K.K. Shaw,

B.E. (Hons.) Mechanical, PGDBM

Specialises in the areas of design development of machines, plants, equipment and tools to improve productivity of engineering units. More than 30 years of experience in metallurgy, metal science, surface engineering and process planning of engineering equipments. Experienced in transfer of technology from advanced countries for manufacturing high-tech aero-space equipments, machine tools and automobiles in India. Involved in technological upgradation of industrial clusters.

Sunil Shukla,

Ph.D. (Psychology), Utkal University

Specializes in Entrepreneurship Education and Behavioural Science. Has been offering modules on Intrapreneurship (corporate entrepreneurship), personality development, motivation, leadership and organisation development. Completed research projects on Curriculum of Entrepreneurship Education and Entry Barriers to Entrepreneurship.

B.B. Siddiqui,

Ph.D. (Psychology), Gujarat University

A psychologist, specialising in Clinical and Organisational Psychology. Trained to conduct Personal Growth Laboratory Training Programmes and Group Dynamics. Currently involved in programmes on HRD, Organisational Behaviour, Personality and Leadership Development. A registered Counsellor-Psychologist with Rehabilitation Council of India, New Delhi.

Kunal Sood,

MBA (Marketing)

Specialises in the area of Marketing. About 6 years of experience in cluster development approach for sustainable development of Small and Medium Scale Enterprises (SMEs). Currently engaged in training, consultancy and research related to clustering. Work experience in building mutually reinforcing inter-SME linkages and synergy between SMEs and private & public business development service providers; demonstrating group based initiatives; implementation of common business plans and capacity building of industry associations & SME networks. Also specializes in cluster specific export promotion interventions.

Pramod Srivastava,

M.A. (Economics)

Specialises in promoting micro enterprises in rural areas and provides extensive back-up support to NGOs in their capacity building.

P.N. Srivastava,

M.Com

Involved in successful organisation of REDPs in Bihar and Jharkhand. Total 12 years of work experience in providing training inputs in various programmes of EDI like REDP, EDP, TTP, NGO Banker Interface, IMCDS, RIP, STEDs, Sanitation Project for UNICEF and coordinating field projects.

V.S. Sukumaran

LL. B, PGDHRD, PGDTD, PGDM, MBA (IGNOU)

Currently involved in training potential as well as established entrepreneurs and providing resource support to NGOs. Also an expert in Group Entrepreneurship Development.

D.D. Trivedi,

M.Com., B.A.

A Management Consultant, associated as a Distinguished Visiting Faculty with leading Management Institutions like IIM-A, MDI, UTI Institute of Capital Market. He is on the Board of Directors of a number of companies. He is actively involved in Non-Governmental Organisations working in the fields of micro-finance and micro-insurance. His areas of specialisation are Financial Management and Corporate Strategy.

Jignasu Yagnik,

M.Sc. DCO, MBA

Specialises in the areas of information technology and statistical analysis. Associated with research and academics for more than 15 years. Involved in many state & national level research projects. Current interests include; data-base management, computer aided data-analysis, data mining and e-CRM.

Mayank Upadhyay,

ACWA

Specialises in the areas of finance, management accounting, project planning and strategic management with extensive experience in Development Banking and Commercial Banking. Involved in conceptualising and conducting a number of national and international programmes in corporate financial strategy formulation and management, investment decisions, risk analysis, and control systems.

Kirti Vakil,

M.A. (Sociology)

More than two decades of extensive field experience in promoting the concept of self-employment among youth at the grass-roots level. Specialises in Entrepreneurship Development Training. Expertise in Institutionalising REDPs through Voluntary Organisations.

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ENTREPRENEURSHIP DEVELOPMENT INSTITUTE OF INDIA

AHMEDABAD

Only for Record

Application for Admission to Post-Graduate Diploma in Business Entrepreneurship and Management

1. Personal Data

Surname Middle Name First Name

1. Name:

(Enter one letter in each block with title/surname first. Leave a block after every word in the name)

2. Parent's/Spouse's/
Guardian's Name:

3. Address:

Pin/Zip

Phone Fax

E-mail

4. Gender : Male Female

5. Date of Birth: Day

 Month

 Year

6. Nationality:

7. Family Occupation: Business Service Professional Others

(Tick in the box)

8. Mother Tongue _____

9. Other Languages _____ Read Write Speak

_____ Read Write Speak

II Choice of Centre for Written Test : (Tick in the box)

Ahmedabad Bangalore Lucknow Guwahati Delhi

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III Educational Background

Title of the Award/ Degree	College	Name of the University	Period of Study		Major Field of Study	Marks Obtained (%)	Class/ Grade
			From	To			

IV Work Experience

Name of the Organisation	Position	Nature of Work	Period	Reason for Leaving

V Extra Curricular Achievements

Nature of Activity	Recognition, if any

VI How did you come to know about this course ? (Tick in the box)

- Newspaper (Please specify the name)
 Personal Contact
 Friend
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VII References

(Provide names & addresses of two persons who could assess your suitability to the course)

VIII Declaration

I declare that the above information is true and correct to the best of my knowledge and belief. I also declare that in the event of any sickness, accident or any other mishap during my stay at EDI, I shall not hold EDI responsible in any way and would bear all costs/damages arising out of any such eventuality.

Date:

Place:

Signature

Notes:

Please mail the application form to The Course Director (PGDBEM), EDI, Ahmedabad, P.O. Bhat 382 428, Dist. : Gandhinagar. Phone : 079-23969163/23969159 Fax : 079-23969164
E-mail : ediindiaad1@sancharnet.in along with the documents, photocopies of testimonials, and two copies of passport size photograph.

